

Missouri Department of Agriculture is proud to announce the **2004 AgriMissouri™ School Foodservice Director Excellence Awards** to honor school foodservice directors that do outstanding work in sourcing, promoting, and involving the school administration regarding products grown, raised and made in Missouri. The awards will be presented during the Governors Conference on Agriculture on December 12, 2004 at the Lake of the Ozarks.

The annual award brings recognition to school foodservice directors-statewide that go beyond the call of duty in supplying and promoting products grown, raised and made in Missouri. Judging for the awards will be based on usage of Missouri products appearing on the school meal menus, application of the AgriMissouri logo on school menus, embracing a Missouri agriculture educational message through the involvement of teachers, cafeteria staff, nurses, principals, informing local press, and other strategies you have used to increase awareness and usage. The award encompasses activities from August 1<sup>st</sup>, 2003 through July 15, 2004. Self nomination is encouraged.

The AgriMissouri™ program, administered by the Missouri Department of Agriculture, is a regional branded initiative focused on increasing the demand for agricultural products grown, raised and processed in Missouri. The AgriMissouri database on the web at [www.mda.mo.gov/Market/bgguide.html](http://www.mda.mo.gov/Market/bgguide.html) can help you identify some of the fine products raised, made, and grown in Missouri.

Sincerely,

Cynthia Haskins  
Promotion Coordinator

**2004 AgriMissouri™ School Foodservice Director  
Excellence Award  
Nomination Form**

School Foodservice Director  
Name \_\_\_\_\_

School District Name  
\_\_\_\_\_

Telephone \_\_\_\_\_

Email address \_\_\_\_\_

City, State, Zip Code  
\_\_\_\_\_

*Check those that apply:*

_____ School lunch or breakfast menus featuring Missouri food products (list months)	_____ Display(s)
_____ Themed Promotion(s)	_____ Community Tie-In(s)
_____ School newsletters	_____ Farmer Involvement(s)
_____ Demonstration(s)	_____ Other (please explain)
_____ Special event(s)	_____ List of newly introduced and pre- existing Missouri products

**Support Documentation:** Please submit a narrative describing the promotional activities your school district performed during the time period August 1<sup>st</sup>, 2003 through July 15<sup>th</sup>, 2004 that shows outstanding promotion and usage of products grown, raised, or processed in Missouri. Include lists, photos, signage, copies of menus, cassettes or video tapes of promotional activity, announcements of special events, and displays. The creative possibilities are endless! There is no limit to how or what you submit, however, a narrative of your activity is required.

**Nominations must be postmarked no later than July 15, 2004.**

**AgriMissouri™ School Foodservice Director Excellence Award Rules and Procedures:**

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- **The AgriMissouri™ School Foodservice Director Excellence Award** honors school foodservice directors statewide that go beyond the call of duty in supplying and promoting products grown, raised and made in Missouri.
- Nominations can be based on promotions and activities from August 1<sup>st</sup>, 2003 through July 15, 2004.
- The award program is open to all school foodservice directors with a presence in Missouri.
- Evaluations of the entries are based usage of Missouri products appearing on the school meal menus, application of the AgriMissouri logo on school menus, embracing a Missouri agriculture educational message through the involvement of teachers, cafeteria staff, nurses, principals, informing local press, and other strategies you have used to increase awareness and usage of Missouri products
- The selection committee will be comprised of members of the Advisory Commission on the Marketing of Missouri Agricultural Products.
- Applicant must submit nomination form along with narrative describing the promotional activities your school district performed during the time period August 1<sup>st</sup>, 2003 through July 15<sup>th</sup>, 2004 that show outstanding promotion and usage of products grown, raised, or made in Missouri. Include lists, photos, signage, copies of menus, press releases, cassettes or video tapes of promotional activity, announcements of special events and pictures of events.
- Applications must be postmarked no later than **July 15<sup>th</sup>, 2004**.

Missouri Department of Agriculture  
Agriculture Business Development Division  
Attn: AgriMissouri™ School Foodservice Director Excellence Award  
P.O. Box 630  
Jefferson City, MO 65102  
FAX (573) 522-2416

- Award recipients will be notified in September of 2004. Awards will be presented during the Governor's Conference on Agriculture at the Lake of the Ozark area, on December 12, 2004. A one-night stay and mileage reimbursement is available to award recipients.